

# Consumer Outreach & Education Program Development Update

Connecticut Health Insurance Exchange  
May, 2012

# AGENDA

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- Work Streams
- Timeline
- Progress Updates

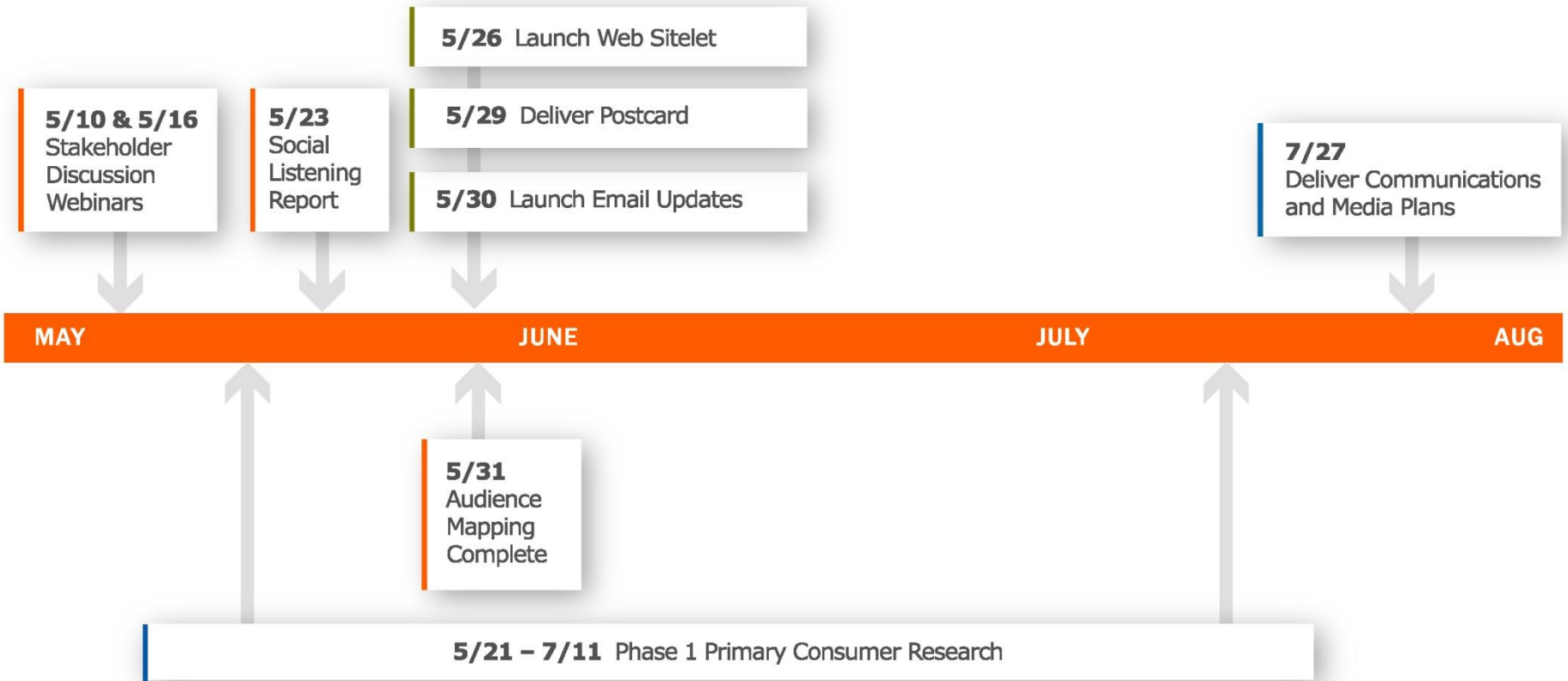
# WORK STREAMS

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- Market Exploration
- Bridging Communications
- Strategic Development

# CONNECTICUT HEALTH INSURANCE EXCHANGE TIMELINE

- MARKET EXPLORATION
- BRIDGING COMMUNICATIONS
- STRATEGIC DEVELOPMENT



# MARKET EXPLORATION

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## **Stakeholder Discussion Webinars: May 10<sup>th</sup> & 16<sup>th</sup>**



Dialogue with consumer advocates and small business advocates.



Over 20 participants each session.



Understand current perceptions, focus areas, and desired message delivery methods.

# MARKET EXPLORATION

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## **Social Listening Report: May 23<sup>rd</sup>**



Monitor traditional and social media output.



Identify key media influencers.



Target appropriate social platforms.



Establish protocol for posting and responding.

# BRIDGING COMMUNICATIONS

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## **Launch Web Sitelet: May 26<sup>th</sup>**

- ☒ Use state platform for time and cost efficiencies.
- ☒ Work within state web design guidelines.
- ☒ Establish site map and wireframes.
- ☐ Write new and migrate existing content into new sitelet.



# Welcome to the Official Website of the STATE OF CONNECTICUT

Nancy Wyman,  
Lt. Governor

Dannel P. Malloy,  
Governor

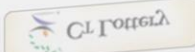
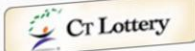
Home

About

Working  
Living  
Learning  
Doing Business  
Visiting  
Government



CONNECTICUT  
1-888-CTvisit / CTvisit.com



Sign-up to receive  
**ALERTS**

## Latest News

May 12TH To Be A "FREE FI  
Gov. Malloy Announces \$31.  
College Access, Readiness G  
DEEP again Partnering with  
"Wanna Go Fishing for Million  
DEEP Reminds Residents to  
DEEP Reminds Residents to  
"Wanna Go Fishing for Million  
DEEP again Partnering with

CT.gov Logo Header

Agency Logo

Commissioner Welcome  
Graphic

> Our Structure  
> Meeting Information  
> FAQ  
> Forward to a Colleague

Stay informed about Connecticut's  
health reform implementation:

Sign-Up for E-alerts

Calendar

Other Resources

Resource

Resource

Resource

Get Help



Agency Title

Home

About Us

Progress

Resources

Contact Us

Large Intro Graphic

## What is the CT Health Insurance Exchange?

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## Progress

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**UPDATE: July 21, 2012** - Lorem ipsum dolor sit  
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## Latest News

Tuesday, Month 02, 2012  
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Story Location - Donec convallis leo vel nisi mollis solicitudin. Mauris sit amet erat eu dolor mattis ultricies.  
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Monday, Month 01, 2012  
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feugiat facilisis. > [Read More](#)



# BRIDGING COMMUNICATIONS

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## **Deliver Postcard: May 29<sup>th</sup>**



Introduce Bridging Program



Design layout and write content.



Release for printing and shipping.



Distribute to over 300 stakeholders.



## Starting with our CT Health Insurance Exchange updates.

As work on the CT Health Insurance Exchange progresses, we're reaching out to interested parties and stakeholders in a variety of ways. Starting with an eNewsletter designed to keep you updated on all that's going on. Each issue – delivered to your inbox – will let you see what's happened as well as view upcoming events. We encourage you to share or forward them to colleagues, constituents and friends.

It's the first phase of a multi-touch point outreach program with much more to come. For a more in depth look at everything relating to the CT Health Insurance Exchange, visit [xxxxxxx.ct.gov](http://xxxxxxx.ct.gov).

Insurance Exchange, visit [xxxxxxx.ct.gov](http://xxxxxxx.ct.gov)



WE'RE OFF  
**TO A HEALTHY START.**

# BRIDGING COMMUNICATIONS

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## **Launch Email Updates: May 30<sup>th</sup>**



Evolve weekly newsletters to Board.



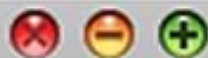
Informational updates on progress and news.



Mobile-friendly, straight-forward design.



Evaluate response rates for continual improvement.



Reply



Reply All



Forward



Print



Delete

# Connecticut Health Insurance Exchange



WEEKLY UPDATE

# MARKET EXPLORATION

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## **Audience Mapping: May 31<sup>st</sup>**



Outlined demographics of audience segments.



Running characteristics through CERC database.



Establishing map of audience in Connecticut.



Will inform research recruitment and future communications efforts.

# STRATEGIC DEVELOPMENT

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## **Phase I Primary Consumer Research: May-July**

- ☐ Engage individual consumers and small employers.
- ☐ Recruit seven different ways.
- ☐ Conduct series of focus groups and interviews.
- ☐ Report findings and propose communications plan and creative approach.

# CONNECTICUT HEALTH INSURANCE EXCHANGE TIMELINE

- MARKET EXPLORATION
- BRIDGING COMMUNICATIONS
- STRATEGIC DEVELOPMENT

